

## ORDER



**Orders**  
**Order / Rev:** 28491  
**Alt Order #:**  
**Product Desc:** Mayor  
**Estimate:** 318  
**Flight Dates:** 09/24/12 - 11/04/12  
**Original Date / Rev:** 05/23/12 / 09/07/12  
**Order Type:** CIA - O

## KTVX-TV

**Primary AE:** Office Accounts  
**Sales Office:** SLC  
**Sales Region:** Local

**Agency**  
**Name:** Love Communications  
**Buying Contact:**  
**Billing Contact:**  
 546 South 200 West  
 Salt Lake City, UT 84101

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Ben McAdams For Mayor  
**Demographic:** HH  
**Product Codes:** State Elections  
**Priority:** P-3  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	8	\$1,800.00	\$1,530.00
10/01/12	10/28/12	23	\$5,200.00	\$4,420.00
10/29/12	11/02/12	7	\$1,600.00	\$1,360.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	8	\$1,800.00	\$1,530.00	0.00
October 2012	23	\$5,200.00	\$4,420.00	0.00
November 2012	7	\$1,600.00	\$1,360.00	0.00
<b>Totals</b>	<b>38</b>	<b>\$8,600.00</b>	<b>\$7,310.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Office Accounts			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KTVX	09/24/12	11/04/12	ABC4 News at 10pm M-EM M-F 10p-1036p		10p-1036p	MTWTF--	:30	2	\$400.00	P-3	0.00	NM	10	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--		2				\$400.00		0.00			
		Week: 10/01/12	10/07/12	MTWTF--		2				\$400.00		0.00			
		Week: 10/08/12	10/14/12	-----		0				\$400.00		0.00			
		Week: 10/15/12	10/21/12	MTWTF--		2				\$400.00		0.00			
		Week: 10/22/12	10/28/12	MTWTF--		2				\$400.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--		2				\$400.00		0.00			
N 2	KTVX	09/24/12	11/04/12	ABC4 News at 10pm M-EM M-F 10p-1036p		10p-1036p	MTWTF--	:15	2	\$200.00	P-4	0.00	NM	8	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--		2				\$200.00		0.00			
		Week: 10/01/12	10/07/12	MTWTF--		2				\$200.00		0.00			
		Week: 10/08/12	10/14/12	-----		0				\$200.00		0.00			
		Week: 10/15/12	10/21/12	MTWTF--		2				\$200.00		0.00			
		Week: 10/22/12	10/28/12	MTWTF--		1				\$200.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--		1				\$200.00		0.00			
N 3	KTVX	09/24/12	11/04/12	Nightline M-F 1036p-1103p	CM	1036p-1103p	MTWTF--	:30	2	\$200.00	P-3	0.00	NM	10	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--		2				\$200.00		0.00			
		Week: 10/01/12	10/07/12	MTWTF--		2				\$200.00		0.00			
		Week: 10/08/12	10/14/12	-----		0				\$200.00		0.00			

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Advertiser: Ben McAdams For Mayor  
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 Estimate: 318

KTVX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	KTVX	09/24/12	11/04/12	Nightline M-F 1036p-1103p	CM	1036p-1103p	MTWTF--	:30	2	\$200.00	P-3	0.00	NM	10	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--		2				\$200.00		0.00			
		Week: 10/22/12	10/28/12	MTWTF--		2				\$200.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--		2				\$200.00		0.00			
N 4	KTVX	09/24/12	11/04/12	Nightline M-F 1036p-1103p	CM	1036p-1103p	MTWTF--	:15	2	\$100.00	P-4	0.00	NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--		2				\$100.00		0.00			
		Week: 10/01/12	10/07/12	MTWTF--		2				\$100.00		0.00			
		Week: 10/08/12	10/14/12	-----		0				\$100.00		0.00			
		Week: 10/15/12	10/21/12	MTWTF--		2				\$100.00		0.00			
		Week: 10/22/12	10/28/12	MTWTF--		2				\$100.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--		2				\$100.00		0.00			
													Totals	38	\$8,600.00